Karl Conrad

User Personas

1. High school students, ages 14-18. For teenagers, I have to make a project that is attention grabbing, but still gives information required to understand the topic. It should somewhat resemble social media to keep the teens engaged. Each slide will use simplified terms for the younger users. The project will also include gifs and other references to pop culture to keep the teens interest.
2. Middle aged teachers, ages 35-50. For middle aged teachers, technology can be hard to work with. For my project, the set up will be very easy to work with. I’ll have larger text to make information easier to find. The terms will be simple for any adult who uses computers.
3. College students, ages 19-24. For college student, the project will be very close to the high school set up, but contain a more mature set up. It will be more of a mix between the high school and the teacher personas. The project will be easy to navigate, even if the user didn’t take interactive multimedia.